The New Filter —A Report

OTTAWA (AP) — Two Canadian brands of cigarets with the new Strickman filter had the lowest nicotine content on a table of tar and nicotine levels released by Health Minister John Munro.

The Strickman filter was developed by the Allied Testing and Research Laboratories in Hillsdale, N. J. Robert Louis Strickman is president.

The two brands with the Stickman-developed filter are Ransom king-size and Richmond king-size.

Ransom also was among three brands with the lowest tar content.

The other two brands with low tar content were listed as Viscount kings and Viscount filter menthol.

Imperial changes name

LONDON, ENGLAND.—The Imperial Tobacco Company (of Great Britain and Ireland) has announced that as of January 27, 1969, the name of the company will be changed to the Imperial Tobacco Group.—SMI.

-TOBACCO-

December 6, 1968

Lorillard Div

Lorillard Corp. today declared a dividend of 63 cents a share on common, payable Dec. 20, of record Nov. 29.

The firm's proposed merger with Loew's is expected to become effective Nov. 29.

NEW YORK POST, THURSDAY, NOVEMBER 21, 1968 66

Advertising Age, December 9, 1968

Free Gets New American Tobacco Item; Eisaman Shop Gets 13th Chevy Dealer Unit

NEW YORK, Dec. 3—American Tobacco Co. has named F. William Free & Co. for a special assignment on a new tobacco product.

Source: https://www.industrydocuments.ucsf.edu/docs/psjk0000